

FOR IMMEDIATE RELEASE
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CITY OF SEDONA TO DEVELOP NAME AND IDENTITY FOR SEDONA TRANSIT SYSTEM

The US Congress recently passed an Appropriations Bill that earmarks \$2.6 million dollars for the Sedona Transit System to provide for capital requirements. This bill must still be signed by the President to become law and the funds made available. The City has also received federal funding assistance through the 5311 rural transit program.

In late June of 2004, the City of Sedona adopted a transit plan. The first phase of the Sedona Transit service will focus on providing morning and evening commuter service for Cottonwood-based Sedona workers, and establishing a Commercial District Circulator. The high-frequency circulator will operate a free service between the Hillside Galleries on SR 179 and the north end of Uptown Sedona on 89A. Phase Two will provide service between West Sedona and the Village of Oak Creek with 30-minute frequencies.

The City will be contracting with Mary Schnack Media Services, Inc. to create a new corporate identity and vehicle design for the Sedona Transit System using a public involvement process. City staff and consultants are working with the City's Transit Planning Advisory Committee and a Project Review Committee, to establish the name and identity.

Community members are asked to submit name ideas for The City of Sedona Transit System. A sample questionnaire is available in the Department of Community Development at City Hall, at the Sedona-Oak Creek Chamber of Commerce office in Harkins Plaza, or on the city web site at www.city.sedona.net.

The deadline for responses to this questionnaire is Wednesday, January 5, 2005. A community meeting will be held in January for additional input and feedback from the community on ideas for the name. If a community member submits the name chosen for the Sedona Transit system, he or she will receive a free gift certificate for dinner for two at the Gallery on Oak Creek Restaurant in the Amara Resort in Uptown Sedona.

To submit suggestions for a name for the transit system, please log on to the city web site at <http://www.sedonaaz.gov> to fill out a questionnaire, or submit your suggestions by e-mail to transit@sedonaaz.gov, fax to (928) 282-5348, or mail them to, or drop them off, at: City of Sedona, Department of Community Development, 102 Roadrunner Drive, Sedona, AZ 86336 (Attention: Mike Raber).